

RESPECT & MANNERS AROUND DOGS - FOR KIDS (AND ADULTS)



LOTTA DOG PT

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Disclaimer:

This e-book is intended as guidance and inspiration to help build understanding between children and dogs.

Every dog is an individual and may react differently in various situations.

The author accepts no responsibility for any injuries, accidents, or incidents that may occur when interacting with dogs.

Adult supervision and responsibility are always required when children interact with dogs.

In case of uncertainty regarding a specific dog's behavior, it is recommended to consult a professional dog trainer or behavior specialist.



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A THANK YOU FROM ECCO AND LOTTA

DIPLOMA



For Parents, Teachers and Caregivers

Thank you for downloading “Respect & Manners Around Dogs – For Kids (and Adults)!”

This book is designed to help children understand how dogs communicate, what dogs need, and how to build a safe, respectful friendship between kids and dogs.

You can read the book together or let your child explore it on their own. It works equally well at home, in a school, or preschool setting.

My goal is not to make kids afraid of dogs but to give them knowledge that helps them feel safe and confident around dogs – and to understand that dogs are living beings with feelings and boundaries, just like people.

Throughout the book, Ecco (our friendly rottweiler) will guide the reader through examples, fun facts, and tips – all from a dog’s perspective.

At the end of the book, there’s a diploma your child can fill out to show they’ve learned to be a true Dog Hero!

I hope this book will create both smiles and important conversations – and help kids and dogs build happy, trusting friendships.



What's inside this e-book?

- Short, easy-to-understand lessons about dog manners, told with the help of our four-legged friend, Ecco
- Playful and clear explanations that kids can relate to
- Real-life examples from a child's world
- Tips on what to do if something goes wrong or feels scary
- A final checklist + the chance to earn a diploma: "I'm a Dog Hero!"

How can you use this book?

- Read together at home – one lesson a day, or as a starting point for discussion
- Use it in school or preschool – a perfect addition to lessons about animals, feelings, or safety
- Print it as a booklet or book, or read it on a tablet or phone
- Combine it with real-life practice around familiar dogs



A final important message for adults

If a dog ever becomes threatening, teach your child to:

- Stand still like a tree
- Look away, stay quiet and calm
- If possible, throw something away from them to distract the dog
- If the dog listens, say a simple command many dogs know, like “sit.”

 Do not run. Do not scream. Do not wave your arms. Many dogs see fast movement as play, which can trigger chasing.

It's rare for a healthy, well-trained dog to attack or bite out of aggression or anger, although it can sadly happen.

In everyday situations, a dog almost always gives several warning signs before biting.

To understand those signs, we must teach children to see and respect a dog's signals.

Important:

Adults are always responsible for both the dog and the child. Never leave a child alone with a dog without supervision!

This book is not about dog training, but of course, a dog's training and social rules are also very important when it comes to safe interaction with children.



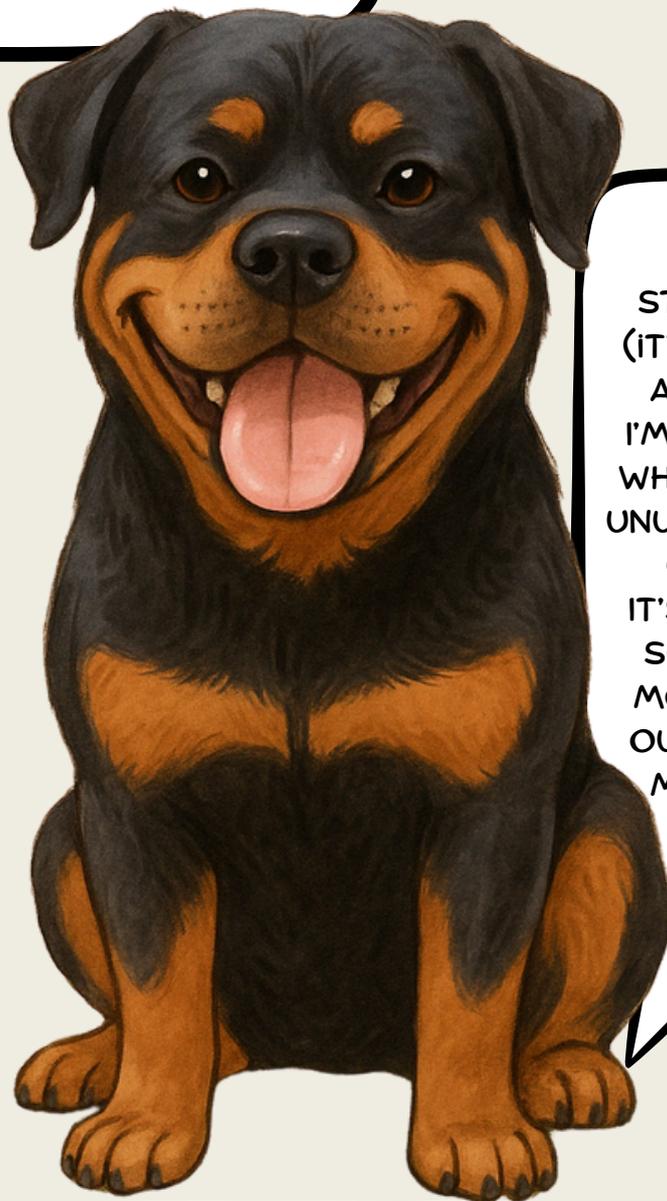
🐾 INTRODUCTION:

MEET ECCO – YOUR DOG FRIEND IN THIS BOOK!

Hi!

MY NAME'S ECCO.

I'M A 2-YEAR-OLD MALE ROTTWEILER –
I MAY BE BIG ON THE OUTSIDE, BUT I'M
STILL PRETTY SMALL ON THE INSIDE.
I'M NOT FULLY GROWN YET, AND I LEARN
NEW THINGS EVERY DAY.
I LOVE TO PLAY, RUN, SNIFF, TRAIN, AND
CUDDLE.



I CAN BE A LITTLE
STUBBORN SOMETIMES
(IT'S IN MY GENES!), BUT I
ALWAYS TRY MY BEST.
I'M A DOG WHO NOTICES
WHEN SOMETHING SEEMS
UNUSUAL – THAT'S CALLED
GUARDING INSTINCT.
IT'S NOTHING SCARY, BUT
SOMETIMES I NEED MY
MOM'S HELP TO FIGURE
OUT WHAT TO DO WHEN
MY FEELINGS GET BIG.

IN THIS BOOK, I'LL GUIDE YOU
THROUGH THE WORLD OF DOGS, SO
WE CAN UNDERSTAND EACH OTHER
EVEN BETTER.
I'M SO HAPPY YOU'RE HERE!



ABOUT THE AUTHOR

Hi! MY NAME IS LOTTA, AND I'M PASSIONATE ABOUT HELPING PEOPLE GROW – BOTH BIG AND SMALL!

I HAVE OVER 25 YEARS OF EXPERIENCE AS A TEACHER, EDUCATOR, LECTURER, TRAINER, AND PROFESSIONAL COACH. I'VE BEEN RUNNING MY OWN BUSINESS SINCE 2008.

SINCE 2024, I ALSO WORK WITH HELPING DOGS AND THEIR OWNERS AS A CERTIFIED DOG TRAINER AND A FUTURE CERTIFIED DOG PSYCHOLOGIST AND BEHAVIORIST.

I HAVE TWO DAUGHTERS AND MY WONDERFUL ROTTWEILER ECCO, WHO INSPIRED MUCH OF THE CONTENT IN THIS BOOK.

MY GOAL WITH THIS BOOK IS TO HELP MORE CHILDREN AND ADULTS UNDERSTAND DOGS BETTER, SO WE CAN LIVE TOGETHER IN SAFETY, JOY, AND RESPECT.

I HOPE YOU FIND THIS BOOK HELPFUL, AND IF YOU HAVE ANY QUESTIONS, FEEL FREE TO GET IN TOUCH! (SEE CONTACT DETAILS)

Lotta



👉 NEXT STEP:

WE'RE STEPPING INTO ECCO'S WORLD!
READY TO LEARN THE LANGUAGE OF DOGS?

LET'S BEGIN WITH THE FIRST LESSON! 🐾

LESSON 1

ECCO TEACHES YOU HOW TO BE FRIENDS WITH
DOGS

DOGS OFTEN LIKE BEING CLOSE, BUT ON THEIR
OWN TERMS.

THEY DON'T ALWAYS ENJOY SURPRISES,
PEOPLE RUNNING AT THEM, LOUD SHOUTING,
OR TIGHT HUGS.

DOGS ENJOY PLAYTIME, BUT ALSO NEED
CALMNESS, SAFETY, AND RESPECT.

ECCO'S TIPS:

- ALWAYS ASK AN ADULT BEFORE YOU SAY HELLO
- LET THE DOG COME TO YOU
- SPEAK SOFTLY AND AVOID STARING INTO THEIR EYES



LESSON 1

Hi, FRIEND!

MY NAME'S ECCO, AND I'M A ROTTWEILER. I'M BIG AND KIND, BUT I DON'T LIKE IT WHEN SOMEONE RUNS STRAIGHT AT ME OR SHOUTS LOUDLY.

I LIKE :

- TO PLAY (WHEN I FEEL FOR IT)
- GENTLE VOICES
- WHEN I GET TO CHOOSE IF AND WHEN I WANT TO SAY HELLO.



✗ THINGS I DON'T LIKE:

- ⊘ WHEN SOMEONE RUNS STRAIGHT TOWARD ME
- ⊘ WHEN SOMEONE SHOUTS OR WAVES THEIR ARMS WILDLY
- ⊘ WHEN SOMEONE TOUCHES ME WITHOUT ASKING



DID YOU KNOW?

I CAN'T UNDERSTAND EVERY WORD YOU SAY,
EVEN THOUGH I TRY!
BUT I SEE HOW YOU MOVE, I HEAR HOW YOU TALK,
AND I SMELL HOW YOU SMELL.
THAT'S HOW I GET TO KNOW YOU!

I "TALK" TOO, BUT WITH MY BODY.
LOOK AT MY TAIL, MY EARS, AND HOW I MOVE, AND
YOU'LL KNOW HOW I'M FEELING!



🎓 ECCO EXPLAINS

WHY THIS IS IMPORTANT:

IMAGINE IF SOMEONE YOU DON'T KNOW
CAME RUNNING STRAIGHT AT YOU OR
RIDING A BIKE REALLY FAST RIGHT
BEHIND YOU.

YOU MIGHT FEEL SCARED, UPSET, OR
WANT TO RUN AWAY.

THAT'S EXACTLY HOW WE DOGS
SOMETIMES FEEL.

THAT'S WHY IT'S SO GREAT YOU'RE
READING THIS.

BECAUSE IT MEANS YOU'RE BECOMING
A SAFE DOG FRIEND, AND MAYBE EVEN
A DOG HERO! 🦱🦴





ECCOTIPS



HOW TO STAY SAFE AROUND DOGS

- 🐾 ALWAYS ASK AN ADULT BEFORE YOU GO NEAR A DOG.
 - SOME DOGS DON'T LIKE KIDS (JUST LIKE SOME KIDS DON'T LIKE DOGS).

- 🐾 STAND STILL LIKE A TREE IF A DOG COMES CLOSE.
 - THEN THE DOG KNOWS YOU'RE CALM AND NOT A THREAT.

- 🐾 LOOK AWAY A LITTLE AND SPEAK SOFTLY IF YOU FEEL UNSURE.
 - DOGS DON'T LIKE STARING EYES OR LOUD VOICES.

- 🐾 LET THE DOG COME TO YOU IF IT WANTS.
 - JUST LIKE YOU MIGHT WANT TO CHOOSE IF YOU WANT A HUG.



NEXT LESSON:

WHAT HAPPENS IF YOU RUN TOWARD
A DOG? OR AWAY FROM A DOG?

SPOILER:
WE DOGS LOVE TO CHASE THINGS
THAT MOVE... 🐕

LESSON 2

**DON'T RUN TOWARD, AWAY FROM, OR
PAST A DOG!**

ECCO EXPLAINS WHY THIS CAN BE TRICKY:
BIKES, RUNNING KIDS, SCOOTERS – ANYTHING
THAT MOVES FAST CAN TRIGGER A DOG'S
GUARDING OR CHASING INSTINCT.

IT MIGHT MAKE THE DOG SCARED, OR WANT TO
CHASE.

🦷 ECCO'S TIPS:

- WALK CALMLY WHEN YOU PASS A DOG
- GIVE THE DOG SPACE, IT MIGHT JUMP INTO YOUR PATH
- DON'T RUN STRAIGHT TOWARD OR AWAY FROM A DOG



LESSON 2

HEY THERE, FRIEND!

THERE'S SOMETHING MANY PEOPLE DO, KIDS AND ADULTS, THAT WE DOGS FIND REALLY HARD.
CAN YOU GUESS WHAT IT IS?

THAT'S RIGHT... RUNNING!
OR BIKING, RIDING SCOOTERS OR E-SCOOTERS –
STRAIGHT TOWARD US OR ZOOMING PAST US.

TO US DOGS, IT LOOKS LIKE THIS:

"OH NO! SOMEONE'S
COMING FAST FROM
BEHIND – DO I NEED
TO PROTECT MY
MOM?"

"WHAT'S THAT
THING ZOOMING
BY AT 20 KM/H?
SHOULD I CHASE
IT?"

"SOMEONE'S
FLYING STRAIGHT
AT ME – IS THIS
PLAY? OR
DANGER?"



WE DON'T UNDERSTAND THAT YOU'RE JUST ON YOUR WAY TO SCHOOL OR SOCCER PRACTICE.



WE THINK SOMETHING IS ABOUT TO HAPPEN, AND WE NEED TO REACT!



DID YOU KNOW?



WE DOGS HAVE SUPERPOWERS!

- WE HEAR WAY BETTER THAN YOU DO.
- WE SEE EVEN THE TINIEST MOVEMENT.
- AND WE REACT FASTER THAN LIGHTNING!

SO WHEN SOMETHING ZOOMS PAST US, LIKE A BIKE, A BALL, OR A CHILD RUNNING FULL SPEED, WE MIGHT THINK IT'S A CHASING GAME. OR MAYBE SOMETHING DANGEROUS. THAT'S WHY WE NEED HELP TO FEEL SAFE.



🎓 ECCO EXPLAINS

I LOVE BEING AROUND PEOPLE.
BUT HONESTLY, I GET A LITTLE
NERVOUS WHEN SOMEONE COMES
RUSHING STRAIGHT AT ME.
YOU CAN HELP ME (AND OTHER
DOGS!) BY:

- ✅ WALKING AND BICYCLING CALMLY
- ✅ GIVING US SPACE
- ✅ LETTING US TAKE A MOMENT TO
UNDERSTAND

THEN YOU'LL BE AN AWESOME DOG
FRIEND!





ECCO'S TIPS

HOW TO MOVE AROUND DOGS

 WALK CALMLY WHEN YOU PASS A DOG.
SLOW DOWN AND TAKE OUT SPACE IF YOU'RE
ON A BIKE OR SCOOTER.
ASK A GROWN-UP TO SHOW YOU HOW TO
BRAKE IN TIME.

 GIVE SPACE!
KEEP YOUR DISTANCE WHEN PASSING A DOG.
A DOG MIGHT GET SCARED AND JUMP TO THE
SIDE OR EVEN INTO THE ROAD.
DON'T STARE. SPEAK IN A SOFT VOICE. THAT
SHOWS YOU'RE FRIENDLY.

 DON'T RUN TOWARDS OR PAST A DOG.
MANY DOGS LOVE TO CHASE AND THEY MIGHT
START RUNNING AFTER YOU!





IMAGINE THIS:
HOW WOULD YOU FEEL?



WHAT IF SOMEONE SUDDENLY CAME
RUNNING FAST TOWARD YOU FROM BEHIND
AND YOU WEREN'T READY?
YOU MIGHT FEEL SCARED, NERVOUS, JUMPY
- OR THINK SOMEONE IS CHASING YOU!

THAT'S EXACTLY HOW DOGS CAN FEEL
WHEN WE RUN TOWARD, PAST, OR AWAY
FROM THEM.



NEXT LESSON:

WHAT HAPPENS IF YOU WANT TO SHOW
DOGS THAT YOU LIKE THEM?
HOW DO YOU SHOW IT IN DOG
LANGUAGE?

HINT: IT'S NOT WITH A HUG...

LESSON 3

SHOW LOVE THE DOG'S WAY

ECCO EXPLAINS WHY HUGS CAN FEEL
WRONG:

SOME DOGS LIKE HUGS, BUT USUALLY NOT
SURPRISE HUGS.

DOGS FEEL HUGS AS A TIGHT HOLD, OFTEN
AROUND THEIR NECK, AND THAT CAN FEEL
SCARY OR THREATENING.

 ECCO'S TIPS:

- PET ON THE SIDE OR CHEST INSTEAD
- PET A LITTLE, THEN STOP AND WAIT – DOES THE DOG WANT MORE?
- SIT DOWN AND LET THE DOG CHOOSE TO COME TO YOU



LESSON 3

HI AGAIN!

ISN'T IT NICE TO BE CLOSE TO SOMEONE YOU LIKE?

PEOPLE OFTEN SHOW LOVE BY HUGGING, BUT WE DOGS ARE A LITTLE DIFFERENT. I KNOW YOU LIKE TO GIVE HUGS. MANY KIDS (AND GROWN-UPS!) DO.

HUGS MEAN YOU LIKE SOMEONE, RIGHT? BUT GUESS WHAT?

FOR US DOGS, A HUG CAN SOMETIMES FEEL A LITTLE SCARY.



WHAT DOES THE DOG SEE WHEN YOU HUG?

A HUG MEANS YOU:

- LEAN OVER THE DOG
- PUT YOUR ARMS TIGHTLY AROUND THEIR NECK
- GET VERY CLOSE TO THEIR FACE

TO US DOGS, THIS CAN FEEL LIKE:

"UH-OH, WHAT'S HAPPENING?"

"IS THIS A THREAT?"

"I CAN'T GET AWAY!"



DID YOU KNOW?

MOST DOGS LOVE CLOSENESS AND CUDDLES, BUT NOT ALWAYS IN THE WAY HUMANS THINK. A HUG AROUND THE NECK CAN FEEL SCARY OR STRANGE TO A DOG, ESPECIALLY IF IT HAPPENS SUDDENLY OR FROM SOMEONE THEY DON'T KNOW VERY WELL.



BUT WAIT...
DON'T DOGS LIKE HUGS?

YES!

HUG LIKE A DOG!

ECCO EXPLAINS HOW YOU CAN SHOW A DOG
YOU CARE:

MANY DOGS REALLY DO LOVE CUDDLES
AND BEING CLOSE.

I ALSO LIKE IT WHEN MY MOM OR KIND
PEOPLE PET ME GENTLY AND CALMLY.
BUT IT ALWAYS HAS TO BE ON THE DOG'S
TERMS; OTHERWISE, IT CAN GO WRONG.

I LOVE BEING SCRATCHED BEHIND
MY EAR, IF I GET TO CHOOSE!
IF YOU'RE NOT SURE, ALWAYS ASK
THE PERSON WHO KNOWS THE
DOG BEST,
AND WATCH WHAT THE DOG LIKES.
THAT WAY IT'S BEST FOR
BOTH OF YOU!



🎓 ECCO EXPLAINS

WHEN I FEEL SAFE –
I LOVE BEING PETTED.

BUT IF SOMEONE SUDDENLY THROWS
THEIR ARMS AROUND ME WITHOUT ME
BEING READY...

THEN I FEEL NERVOUS.
AND MAYBE I'LL TELL THEM TO STOP.

SO NEXT TIME YOU WANT TO SHOW A
DOG YOU CARE,
SHOW IT THE WAY A DOG WOULD:

- ✅ A CALM BODY
- ✅ GIVE SOME SPACE FIRST
- ✅ PET – WAIT – WATCH



 ECCO'S-TIPS:

HOW TO SHOW A DOG YOU CARE –
IN DOG LANGUAGE

✓ ALWAYS ASK FIRST

- BOTH THE DOG AND THE ADULT.
- NOT ALL DOGS LIKE BEING GREETED OR PETTED BY STRANGERS.

✓ LET THE DOG COME TO YOU.

- IF THE DOG WANTS TO SNIFF OR BE CLOSE, THAT'S THEIR WAY OF SAYING "Hi!"

✓ PET GENTLY ON THE SIDE OR CHEST

- NOT STRAIGHT ON THE HEAD OR AROUND THE NECK.
 - TRY PETTING A LITTLE, THEN STOP.
- DOES THE DOG WANT MORE? MAYBE THEY'LL NUDGE YOU OR LEAN ON YOU!

✓ READ THE DOG'S SIGNALS!

- IF THE DOG TURNS ITS HEAD AWAY, LICKS ITS NOSE, YAWNS, OR WALKS AWAY, THE DOG IS ASKING FOR A BREAK.

✓ PET A LITTLE, THEN STOP AND WAIT.

- IF THE DOG COMES CLOSER, THEY WANT MORE.
- IF THEY WALK AWAY, THEY WANT TO REST, AND THAT'S OKAY!

✓ SIT DOWN INSTEAD OF STANDING OR LEANING OVER.

- THIS MAKES YOU SEEM KINDER AND CALMER TO THE DOG.

✓ HUGS SOMETIMES WORK.

- SOME DOGS ACTUALLY LIKE HUGS, BUT ONLY IF THEY FEEL SAFE AND GET TO DECIDE. HUGS SHOULD NEVER BE A SURPRISE!





IMAGINE THIS:
HOW WOULD YOU FEEL?



WHAT IF SOMEONE YOU DON'T KNOW
SUDDENLY THREW THEIR ARMS AROUND
YOUR NECK?

YOU MIGHT FEEL A LITTLE
UNCOMFORTABLE, ESPECIALLY IF YOU
WEREN'T READY!

THAT'S HOW MANY DOGS FEEL TOO.



NEXT LESSON:

HOW DO DOGS REALLY TALK?
CAN YOU LEARN OUR SECRET LANGUAGE?
YAWNING? GROWLING? LOOKING AWAY?

LET'S FIND OUT!

HINT: IT'S NOT ABOUT WORDS!

LESSON 4

HOW DO DOGS REALLY "TALK"?

ECCO TEACHES YOU DOG LANGUAGE
DOGS TALK WITH THEIR BODIES!

WE SHOW HOW WE FEEL WITH OUR EARS, EYES,
TAIL, MOUTH, AND HOW WE MOVE.

 ECCO'S TIPS:

- LOOKING AWAY? I WANT TO BE LEFT ALONE.
- YAWNING? I'M FEELING STRESSED.
- LICKING MY NOSE? I'M FEELING UNSURE.
- GROWLING? I'M GIVING A WARNING.
- LIFTING MY LIP? NOW YOU NEED TO STOP.

 A WAGGING TAIL DOESN'T ALWAYS MEAN
"HAPPY." A WATCHFUL DOG MIGHT WAG THEIR
TAIL SLOWLY AND LOW.

ALWAYS LOOK AT THE WHOLE BODY – NOT JUST
THE TAIL.



LESSON 4

HI AGAIN, FRIEND!

GUESS WHAT?

WE DOGS TALK TOO – BUT NOT WITH WORDS.
WE TALK WITH OUR BODIES!

WE SAY LOTS OF THINGS WITH:

- OUR EARS
- OUR EYES
- OUR TAIL
- OUR MOUTH
- THE WAY WE MOVE

IF YOU LEARN TO READ OUR LANGUAGE,
YOU'LL BE SAFER AND SMARTER WHEN YOU MEET US.



🐾 THIS IS HOW WE DOGS “SPEAK UP” STEP
BY STEP –
BEFORE WE DO ANYTHING PHYSICAL:

- YAWNING – I’M TRYING TO CALM MYSELF AND YOU DOWN.
- LICKING MY NOSE – I FEEL A LITTLE UNCOMFORTABLE AND UNSURE.
- LOOKING AWAY – I DON’T WANT TO RIGHT NOW.
- STIFF BODY, STARING (SHOWING THE WHITES OF MY EYES), TIGHT LIPS- BACK OFF! I’M NOT COMFORTABLE AND I NEED SPACE.
- GROWLING – I’M WARNING YOU. I WANT TO BE LEFT ALONE.
- LIFTING MY LIP AND SHOWING MY TEETH – I REALLY MEAN IT! YOU MUST LISTEN NOW, OR I MIGHT ACT!





DID YOU KNOW?

A DOG CAN TALK WITH THEIR WHOLE BODY!
THEIR TAIL, EARS, EYES, MOUTH, AND THE WAY
THEY STAND OR MOVE
ALL TELL YOU HOW THEY FEEL – JUST LIKE WE
USE BODY LANGUAGE
TO SHOW WHEN WE'RE HAPPY, SHY, OR
ANGRY.



🎓 ECCO EXPLAINS

WHEN I'M HAPPY, I WAG MY TAIL,
BUT THAT DOESN'T ALWAYS MEAN I WANT TO PLAY.
I CAN ALSO WAG MY TAIL WHEN I'M UNSURE OR
STRESSED.

IF MY TAIL IS STIFF AND WAGGING QUICKLY BACK
AND FORTH, THAT'S NOT A "HAPPY WAG."

MY EARS ALSO TELL YOU HOW I FEEL.
IF THEY'RE STANDING UP AND A LITTLE FORWARD,
I'M PROBABLY CURIOUS OR FOCUSED.

IF MY EARS ARE BACK, I MIGHT BE FEELING
UNSURE, SCARED, OR JUST SHOWING I DON'T
WANT TO ARGUE.

US ROTTWEILERS HAVE A BIT FLOPPY EARS,
SO IT'S NOT ALWAYS AS EASY TO SEE,
BUT YOU CAN STILL LOOK AT MY WHOLE FACE
TO UNDERSTAND WHAT I'M TRYING TO SAY!

IF YOU LEARN TO READ MY BODY,
WE'LL BE A REALLY GREAT TEAM!





💡 ECCO'S -TIPS

A HEALTHY DOG GIVES WARNINGS BEFORE DOING ANYTHING AND WE RARELY BITE WITHOUT GIVING LOTS OF SIGNALS FIRST. IT'S YOU HUMANS WHO OFTEN MISS THOSE SIGNALS!

SO WHEN YOU SEE A DOG:

- LOOK AT OUR BODY, FACE, AND TAIL
- "LISTEN" WITH YOUR EYES
- RESPECT WHEN WE SAY "NO THANKS"

IF YOU LEARN OUR LANGUAGE, THEN WE'LL UNDERSTAND EACH OTHER SO MUCH BETTER!



A DOG'S VOICE CAN SAY A LOT,
BUT IT'S NOT ALWAYS WHAT IT SOUNDS LIKE!

A DEEP GROWL CAN MEAN PLAY,
AND A HIGH-PITCHED BARK MIGHT MEAN THE DOG
IS SCARED OR ANGRY.

THAT'S WHY WE ALWAYS NEED TO LOOK AT THE
DOG'S WHOLE BODY AND FEELINGS,
NOT JUST LISTEN TO THE SOUND.

MY VOICE SOUNDS DEEP AND
RUMBLY SOMETIMES,
ESPECIALLY WHEN I'M PLAYING OR
TRYING TO SAY SOMETHING
IMPORTANT.
THAT DOESN'T MEAN I'M ANGRY!

WE DOGS SOUND DIFFERENT
DEPENDING ON HOW BIG WE ARE,
AND WHAT BREED WE BELONG TO.
WE'RE ALSO DIFFERENT AS INDIVIDUALS,
JUST LIKE YOU HUMANS.
SO DON'T JUST LISTEN TO HOW WE
SOUND, LOOK AT ALL OF ME!
THAT TELLS YOU MUCH MORE.



DID YOU KNOW?



WHEN DOGS "TALK," THEY CAN SOUND VERY DIFFERENT!

A BIG DOG THAT BARKS OR GROWLS MIGHT SOUND LOUD AND DEEP, BUT THAT DOESN'T MEAN THEY'RE ANGRY OR DANGEROUS.

THEY'RE JUST SAYING:

"I DON'T WANT THAT!" OR "STOP!", BUT WITH A STRONGER VOICE BECAUSE THEY'RE BIGGER.

A LITTLE DOG'S BARK MIGHT SOUND SMALLER, EVEN IF THAT DOG IS ACTUALLY ANGRIER THAN THE BIG ONE!

THAT'S WHY WE SHOULD NEVER DECIDE A DOG IS "NICE" OR "MEAN" JUST BY HOW THEY SOUND. WE HAVE TO LOOK AT THEIR WHOLE BODY LANGUAGE.

 ECCO EXPLAINS

SOME DOGS TALK MORE THAN OTHERS!
SOME DOGS LOVE TO “TALK!”

IT CAN BE BECAUSE OF THEIR BREED,
BUT ALSO JUST THEIR OWN PERSONALITY.

WE ROTTWEILERS, FOR EXAMPLE,
ARE KNOWN FOR OUR “ROTTIE RUMBLE,”
GROWLY SOUNDS WE MAKE WHEN WE’RE
PLAYING AND HAVING FUN.

IT MIGHT SOUND A LITTLE SCARY TO
SOMEONE WHO DOESN’T KNOW US,
BUT WE DON’T MEAN ANYTHING BAD!

BUT ALWAYS REMEMBER:

NEVER PLAY ALONE WITH A DOG,
ALWAYS HAVE AN ADULT NEARBY.
AND IF YOU EVER FEEL UNSURE,
STOP PLAYING RIGHT AWAY.
THAT’S A SMART CHOICE!



NEXT LESSON:

WHEN SHOULD YOU LEAVE A DOG ALONE?
HOW DO YOU KNOW WHEN IT'S BEST
TO GIVE THEM SOME PEACE AND QUIET?

LET'S FIND OUT!

HINT: IT'S NOT ABOUT TELLING THE DOG –
IT'S ABOUT LISTENING AND RESPECTING!

LESSON 5

LET THE DOG BE

ECCO TELLS YOU ABOUT FOOD, SLEEP,
AND TIMES WHEN A DOG NEEDS TO BE
LEFT ALONE, LIKE WHEN EATING,
SLEEPING, OR HOLDING A TOY.



ECCO'S TIPS:

- NEVER TOUCH A DOG'S FOOD BOWL
- DON'T WAKE UP A SLEEPING DOG
- DON'T TAKE A DOG'S TOY, UNLESS YOU TRADE IT FOR SOMETHING ELSE
- DOGS NEED BREAKS, JUST LIKE YOU DO.

LESSON 5

HI AGAIN!

I KNOW YOU'RE CURIOUS AND WANT TO PLAY OR PET ME, AND THAT'S REALLY SWEET!

I LOVE CUDDLES AND BEING CLOSE TOO, BUT SOMETIMES, WHEN I'M SLEEPING DEEPLY, CHEWING ON A BONE, OR JUST WANT A LITTLE QUIET TIME...IT'S ACTUALLY BEST TO WAIT A BIT.

JUST LIKE YOU DON'T ALWAYS WANT TO BE DISTURBED WHEN YOU'RE EATING OR RESTING.

I UNDERSTAND THAT AND I HOPE YOU CAN UNDERSTAND ME TOO.

🍔 WHEN I'M EATING

IMAGINE YOU'RE SITTING DOWN, EATING YOUR FAVORITE FOOD AND SOMEONE TRIES TO TAKE IT FROM YOU. MAYBE YOU'D SAY:

“STOP!” OR “THAT'S MINE!”



WE DOGS FEEL THE SAME WAY, AND WE MIGHT ALSO SAY “NO” IF SOMEONE TRIES TO TAKE OUR FOOD.

zZ WHEN I'M SLEEPING

WE DOGS NEED LOTS OF REST.
IF SOMEONE WAKES ME UP SUDDENLY, I MIGHT
FEEL SCARED OR ANNOYED. I MIGHT EVEN
GROWL TO SAY:

“PLEASE DON'T BOTHER ME RIGHT NOW.”



🧸 WHEN I HAVE A TOY

HAVE YOU EVER PLAYED WITH SOMETHING, AND
SOMEONE JUST GRABBED IT OUT OF YOUR
HAND?

IT DOESN'T FEEL VERY NICE, DOES IT?
WE DOGS FEEL THE SAME WAY ABOUT OUR
TOYS.

 ECCO SAYS:

- LET ME EAT IN PEACE.
- DON'T STAND CLOSE TO MY FOOD BOWL.
- ALWAYS ASK AN ADULT BEFORE YOU GO NEAR A DOG THAT'S EATING.

- DON'T PET ME WHEN I'M SLEEPING.
- LET ME REST IN MY OWN SPOT.
- WAIT UNTIL I WAKE UP AND SHOW I WANT TO HANG OUT.

- DON'T TRY TO TAKE MY TOY WHILE I'M PLAYING.
- ASK AN ADULT FOR HELP IF YOU WANT TO TRADE THE TOY FOR SOMETHING ELSE.
- LOOK AT MY BODY – DO I LOOK RELAXED OR ALERT?



DID YOU KNOW?

DOGS HAVE THE RIGHT TO THEIR OWN SPACE, JUST LIKE YOU.

WHEN A DOG IS SLEEPING, EATING, OR HAS SOMETHING THEY WANT TO KEEP, YOU NEED TO SHOW RESPECT. COMING TOO CLOSE AT THOSE TIMES CAN FEEL UNCOMFORTABLE OR EVEN SCARY FOR A DOG.



🎓 ECCO EXPLAINS:

I LOVE IT WHEN SOMEONE WANTS TO BE CLOSE TO ME, BUT NOT ALL THE TIME.

IF I'M SLEEPING DEEPLY AND SOMEONE COMES TO PET ME, I MIGHT FEEL SCARED OR GRUMPY.

IF I HAVE A SPECIAL BONE THAT I REALLY LIKE AND WAS GIVEN, I WANT TO KEEP IT JUST FOR ME.

YOU'RE WELCOME TO BE CLOSE, BUT PLEASE... ASK FIRST, WITH CALM STEPS AND A GENTLE VOICE.





 **ECCO'S TIP**

**REST, FOOD, AND OUR THINGS ARE
IMPORTANT TO US.**

**WE DON'T WANT TO BE RUDE BUT SOMETIMES
WE HAVE TO SAY "NO."**

**IF YOU RESPECT ME, I'LL FEEL SAFE AND I'LL
WANT TO SPEND MORE TIME WITH YOU!**





HOW WOULD YOU FEEL?

IMAGINE YOU'RE LYING IN YOUR BED, AND SOMEONE SUDDENLY WAKES YOU UP.

OR YOU'RE JUST ABOUT TO TAKE A BITE OF YOUR FAVORITE FOOD, AND SOMEONE PULLS YOUR PLATE AWAY.

DOESN'T FEEL VERY NICE, RIGHT?

THAT'S HOW IT CAN FEEL FOR A DOG TOO. BEING DISTURBED WHILE THEY'RE SLEEPING OR EATING CAN MAKE THEM REACT STRONGLY, NOT BECAUSE THEY'RE MEAN, BUT BECAUSE THEY FELT SCARED OR SURPRISED.



NEXT LESSON:

WHAT ARE DOGS REALLY LIKE?
ARE ALL DOGS THE SAME? OR ARE SOME MORE
PLAYFUL, SENSITIVE, OR BRAVE?

WE'LL TALK ABOUT BREEDS, PERSONALITIES, AND
FEELINGS AND WHY EVERY DOG IS UNIQUE!

HINT: IT'S NOT ABOUT OBEDIENCE –
IT'S ABOUT UNDERSTANDING, LISTENING, AND
RESPECT!

LESSON 6

EVERY DOG IS DIFFERENT

ECCO EXPLAINS ABOUT BREEDS, MOODS, AND
PERSONALITY:

DOGS HAVE DIFFERENT PERSONALITIES AND DIFFERENT
MOODS. SOME LIKE KIDS, OTHERS DON'T. A DOG MIGHT
BE PLAYFUL ONE DAY AND TIRED THE NEXT.

💡 ECCO'S TIPS:

- ALWAYS ASK EVERY TIME IF YOU CAN GREET A DOG – EVEN IF IT'S THE SAME DOG AS BEFORE.
- SOME DOGS DON'T LIKE STRANGERS – AND THAT'S OKAY.
- LOOK AT THE DOG'S TAIL AND BODY TO UNDERSTAND HOW THEY'RE FEELING.



LESSON 6

HEY THERE!

DO YOU THINK ALL DOGS ARE THE SAME?
NOPE! WE'RE ACTUALLY QUITE DIFFERENT, JUST LIKE
YOU AND YOUR FRIENDS!

SOME ARE CALM, OTHERS LOVE TO "TALK." SOME LOVE
FOOTBALL, OTHERS PREFER TO DRAW.
IT'S THE SAME WITH DOGS!

SOME DOGS ARE:

- BIG AND GENTLE
- SUPER FAST – OTHERS PREFER SLOW WALKS
- SUPER CURIOUS – OTHERS A BIT SHY
- ALWAYS READY TO PLAY – OTHERS LOVE TO JUST CHILL
- USED TO KIDS – OR NOT USED TO THEM AT ALL
- SMALL BUT FULL OF ENERGY
- SHY – OTHERS ARE BRAVE
- EXCITED TO MEET NEW PEOPLE – OTHERS PREFER SPACE
- PLAYFUL, TIRED, SENSITIVE, SILLY, BOLD...

JUST LIKE PEOPLE – DOGS HAVE DIFFERENT
PERSONALITIES TOO!



WE ALL HAVE DIFFERENT PERSONALITIES, JUST LIKE YOU AND YOUR FRIENDS!

WE HAVE GOOD DAYS AND BAD DAYS, TOO. WE COME IN DIFFERENT BREEDS, AND EVEN DOGS OF THE SAME BREED CAN HAVE DIFFERENT PERSONALITIES.

IN THE END... WE'RE ALL UNIQUE INDIVIDUALS.

I'M A ROTTWEILER.
I'M OFTEN CALM AND CONFIDENT – BUT NOT ALWAYS.
SOMETIMES I HAVE A ROUGH DAY, OR MAYBE SOMETHING HAPPENED THAT MADE ME SCARED OR UNSURE.

THAT'S WHEN I MIGHT REACT TO THINGS I USUALLY DON'T CARE ABOUT. IT DOESN'T MEAN I'M MEAN – IT JUST MEANS I NEED A LITTLE SPACE.

YOU PROBABLY HAVE DAYS LIKE THAT TOO – WHEN YOU DON'T FEEL LIKE PLAYING, OR WHEN YOU GET UPSET MORE EASILY.





HERE ARE SOME EXAMPLES YOU MIGHT
RECOGNIZE:

- HAVE YOU EVER FELT GRUMPY, BUT REALLY YOU WERE JUST TIRED?
 - HAVE YOU EVER FELT SHY ABOUT SAYING HI TO SOMEONE NEW?
 - HAVE YOU EVER HAD ONE OF THOSE DAYS WHEN YOU JUST WANTED TO BE LEFT ALONE?
- 💬 THEN YOU KNOW EXACTLY HOW A DOG MIGHT FEEL SOMETIMES, TOO.



 SO ECCO SAYS:

YOU MIGHT LOVE TO PLAY SOMETIMES, BUT NOT WHEN YOU'RE TIRED OR SAD.

YOU MIGHT ENJOY GOOFING AROUND WITH FRIENDS, BUT SOMETIMES YOU JUST WANT TO BE ALONE.

YOU MIGHT LOVE CUDDLES FROM MOM OR DAD, BUT NOT IF SOMEONE SUDDENLY JUMPS ON YOU.

 IT'S THE SAME WITH DOGS.
THINK OF DOGS AS PEOPLE WITH FEELINGS.

1. NOT ALL DOGS ARE THE SAME. GET TO KNOW EACH DOG AS AN INDIVIDUAL.
2. EVEN YOUR FAVORITE DOG MIGHT HAVE A BAD DAY.
3. NEVER FORCE A DOG TO SAY HELLO. WAIT UNTIL THE DOG CHOOSES TO COME TO YOU.



UNDERSTANDING THAT WE'RE ALL DIFFERENT HELPS YOU GET ALONG BETTER WITH BOTH DOGS AND PEOPLE.
WE ALL HAVE FEELINGS.
WE ALL NEED RESPECT.
WE'RE ALL DIFFERENT, AND THAT'S WHAT MAKES THE WORLD EXCITING!
YOU'LL BECOME AN AMAZING DOG FRIEND IF YOU LEARN TO READ A DOG'S SIGNALS AND FEELINGS. 



🎓 ECCO EXPLAINS

THE TAIL TALKS, AND WHAT IS IT SAYING?

A LOT OF PEOPLE THINK THAT WHEN A DOG
WAGS ITS TAIL, IT ALWAYS MEANS THE DOG IS
HAPPY.

BUT THAT'S NOT ALWAYS TRUE.

A HAPPY TAIL WAGS SOFTLY AND LOOSELY,
SOMETIMES THE WHOLE BODY WIGGLES ALONG.

A WATCHFUL TAIL MIGHT WAG SLOWLY OR BE
HELD LOWER.

AN ANGRY OR UNSURE TAIL CAN BE STIFF OR
STICK STRAIGHT UP, EVEN IF IT'S WAGGING A
LITTLE!

THAT'S WHY IT'S IMPORTANT TO LOOK AT THE
WHOLE DOG'S BODY, NOT JUST THE TAIL.





 **ECCO'S TIP**

READ EACH DOG – EVERY TIME

- ALWAYS ASK AN ADULT IF IT'S OKAY TO GREET THE DOG, EVEN IF YOU'VE MET THE DOG BEFORE. MAYBE THE DOG ISN'T FEELING THE SAME TODAY.
- LOOK AT THE DOG'S BODY. IS THE TAIL UP OR DOWN?
- DOES THE DOG COME TO YOU? THEN IT'S OKAY.
- DOES THE DOG BACK AWAY, GROWL, OR LOOK AWAY? THEN THE DOG NEEDS A BREAK.

NEVER COMPARE DOGS TO EACH OTHER. SOME DOGS LIKE KIDS, SOME DON'T. THAT'S NOT WRONG, IT'S JUST DIFFERENT.



NEXT LESSON:

WHAT SHOULD YOU DO IF YOU FEEL
SCARED OF A DOG?
RUN? SCREAM?

NOPE – THERE ARE SMARTER WAYS!

ECCO WILL SHOW YOU STEP-BY-STEP HOW TO STAY
SAFE AND UNDERSTAND THE DOG BETTER AT THE
SAME TIME.

HINT: IT'S NOT ABOUT BEING FAST –
IT'S ABOUT BEING CALM!

LESSON 7

WHAT TO DO IF I FEEL SCARED?

ECCO TEACHES YOU HOW TO STAY SAFE.

REMEMBER THE T(H)REE-WAY:

- TREE – STAND STILL LIKE A TREE
- LOOK AWAY – TURN YOUR EYES AND BODY AWAY
- EASY CALL – CALL FOR AN ADULT WITHOUT SHOUTING

EXTRA TIPS: THROW SOMETHING AWAY TO DISTRACT
THE DOG. SAY “SIT” – MOST DOGS KNOW THAT WORD!

BACK AWAY SLOWLY AND CALMLY.



LESSON 7

HI AGAIN – AND I'M SO HAPPY YOU'RE HERE!

SOMETIMES YOU MIGHT FEEL SCARED. MAYBE A DOG BARKS LOUDLY. MAYBE IT RUNS TOWARD YOU OR MAYBE SOMETHING JUST FEELS A LITTLE SCARY.



GUESS WHAT?

IT'S OKAY TO FEEL SCARED, AND THERE ARE SMART WAYS TO STAY CALM AND SAFE.

🎓 ECCO EXPLAINS

I UNDERSTAND THAT SOMETIMES YOU
MIGHT FEEL SCARED.

AND IF YOU REMEMBER THE T(H)REE
METHOD, YOU'LL FEEL CALMER, AND
SO WILL THE DOG!

MANY TIMES, WE DOGS ARE JUST
CURIOUS, OR MAYBE A LITTLE
EXCITED.

WHEN YOU KNOW WHAT TO DO, IT
KEEPS BOTH OF US SAFE AND CALM.





💡 ECCO'S TIP

REMEMBER THE TREE METHOD!

WHEN SOMETHING FEELS SCARY, THINK OF THIS:

🌳 T – TREE

STAND VERY STILL. PRETEND YOU ARE A TREE.
ARMS DOWN BY YOUR SIDES. NO MOVING.
TREES DON'T RUN – SO THE DOG WILL LOSE
INTEREST!

👁️ R – READY TO TURN AWAY

DON'T STARE AT THE DOG. TURN YOUR BODY A
LITTLE TO THE SIDE. THIS SHOWS THE DOG
YOU'RE CALM AND KIND. DON'T STARE – IT CAN
MAKE A DOG NERVOUS.

🗣️ E – EASY CALL

CALL SOFTLY AND CALMLY FOR AN ADULT IF YOU
NEED HELP. NO SCREAMING, NO RUNNING.
JUST: "MOM, COME!" OR "HELP, GROWN-UP!"



MORE ECCO TIPS

- IF YOU'RE HOLDING SOMETHING, GENTLY THROW IT TO THE SIDE (A BALL, A HAT, A BAG)- THE DOG MIGHT GO AFTER THAT INSTEAD.

- GIVE THE DOG A COMMAND, SAY "SIT!" WITH A CLEAR, FIRM VOICE- MOST DOGS KNOW THIS WORD.

IF YOU CAN, SLOWLY STEP BACKWARDS – BUT DON'T TURN YOUR BACK ON THE DOG.

 IMPORTANT TO REMEMBER:

 DON'T RUN

 DON'T SCREAM

 DON'T WAVE YOUR ARMS

 NEVER HIT OR SWING AT THE DOG

NEXT LESSON:

HOW DO YOU BECOME A DOG HERO?

WHAT DO YOU NEED TO KNOW SO DOGS CAN
FEEL SAFE AND HAPPY AROUND YOU?

WE'LL GO OVER EVERYTHING YOU'VE LEARNED AND
SEE IF YOU'RE READY TO EARN YOUR DIPLOMA!

HINT: IT'S NOT ABOUT BEING THE BEST –
IT'S ABOUT BEING A TRUE FRIEND!

LESSON 8

YOU'RE A DOG HERO!

SUMMARY AND DIPLOMA

CHECKLIST:

- ✓ I ALWAYS ASK BEFORE I PET A DOG
- ✓ I NEVER RUN TOWARD OR AWAY FROM DOGS
- ✓ I UNDERSTAND THAT ALL DOGS ARE DIFFERENT
- ✓ I CAN READ A DOG'S BODY LANGUAGE
- ✓ I KNOW WHAT TO DO IF I FEEL SCARED



LESSON 8

WOW!

YOU'VE MADE IT THROUGH ALL THE LESSONS.
YOU'VE LISTENED, LEARNED, AND NOW YOU
UNDERSTAND MORE ABOUT HOW WE DOGS
COMMUNICATE AND HOW WE CAN HELP EACH
OTHER IN THE BEST WAY.
THAT MAKES YOU A TRUE DOG HERO!



AND BEFORE YOU GET YOUR DIPLOMA...
LET'S SEE IF YOU REMEMBER THE MOST
IMPORTANT THINGS!





CHECKLIST –
CAN YOU SAY YES TO THESE?

- I ALWAYS ASK AN ADULT BEFORE I GO NEAR A DOG.
- I DON'T RUN TOWARD, AWAY FROM, OR PAST A DOG.
- I KNOW ALL DOGS ARE DIFFERENT AND CAN HAVE DIFFERENT MOODS.
- I KNOW A WAGGING TAIL DOESN'T ALWAYS MEAN "HAPPY."
- I PET GENTLY AND WAIT TO SEE IF THE DOG WANTS MORE.
- I LET DOGS EAT AND SLEEP IN PEACE.
- I KNOW HOW DOGS "TALK" WITH THEIR BODIES.
- I KNOW WHAT TO DO IF I FEEL SCARED OF A DOG.
- I RESPECT DOGS AND THINK THEY ARE AMAZING FRIENDS!



DID YOU KNOW?

WHEN YOU LISTEN TO A DOG'S BODY LANGUAGE AND SHOW RESPECT, YOU BECOME SOMEONE THEY CAN TRUST.

YOU DON'T HAVE TO BE PERFECT – WHAT MATTERS MOST IS THAT YOU DO YOUR BEST TO UNDERSTAND AND BE KIND. THAT'S WHAT REAL DOG HEROES DO! 🐾



🎓 EECCO EXPLAINSAR

BEING A DOG HERO ISN'T ABOUT KNOWING TRICKS OR BEING THE FASTEST RUNNER.

IT'S ABOUT LISTENING, WATCHING, AND LETTING ME BE WHO I AM.

WHEN YOU DO THAT, I FEEL SAFE AND HAPPY WITH YOU.

AND GUESS WHAT?

THAT'S HOW WE BECOME REAL SUPER FRIENDS! 🐾





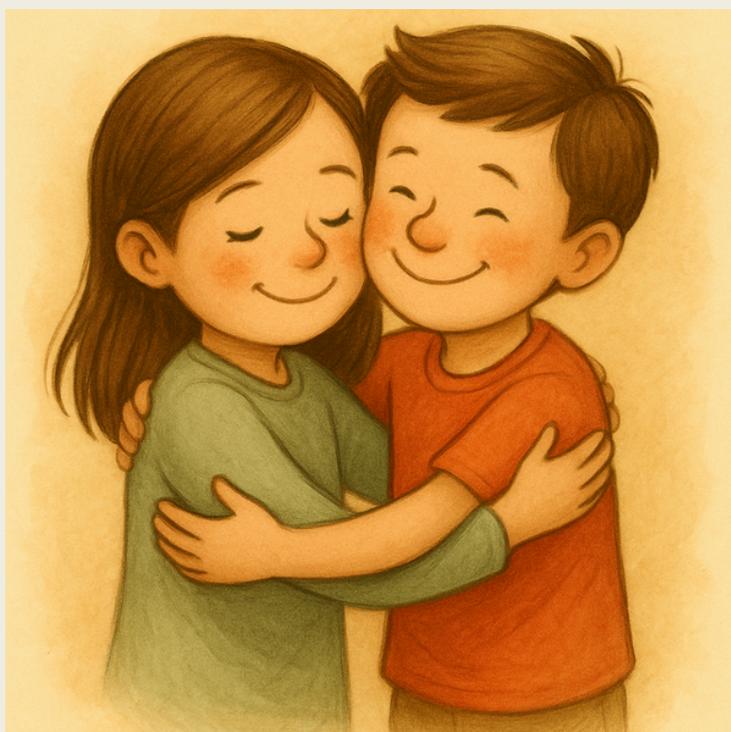
HOW WOULD YOU FEEL?

IMAGINE YOU HAD A FRIEND WHO ALWAYS LISTENED TO YOU, WAITED WHEN YOU NEEDED TIME, AND HELPED YOU WHEN SOMETHING FELT HARD.

WOULDN'T YOU FEEL SAFE AND HAPPY? THAT'S WHAT DOGS WANT TOO: A FRIEND WHO UNDERSTANDS AND IS THERE FOR THEM.

AND GUESS WHAT?

I'LL BE THERE FOR YOU TOO! 🐾



PAW AND HUG FROM ECCO!

THANK YOU FOR JOINING ME ON THIS
JOURNEY AND LEARNING HOW WE DOGS
CAN ACT, FEEL, AND "TALK."

YOU'RE NOW A TRUE DOG HERO, SOMEONE
WE DOGS CAN TRUST AND FEEL SAFE WITH!

REMEMBER:
WE DOGS MAY NOT TALK LIKE HUMANS,
THOUGH WE SPEAK WITH OUR HEARTS

NOW YOU CAN
UNDERSTAND
OUR LANGUAGE!

SEE YOU OUT THERE –
PAW TO HAND!

🏆 CONGRATULATIONS –
YOU'RE A DOG HERO!



PRINT YOUR DIPLOMA ON THE NEXT PAGE
AND HANG IT PROUDLY ON YOUR WALL.
OR TAKE A PICTURE WITH IT TO SHOW THAT
YOU'RE A KIND AND CARING DOG FRIEND.





DIPLOMA

DOGHERO



This certifies that:

**... has learned to be a safe, caring,
understanding, respectful, and wise
friend to dogs.**

Lotta

Lotta Dog PT



Ecco



For Adults, Parents and Educators

What should I do if a serious dog attack occurs?

- ✓ Try to remove the child from the dog without sudden movements or loud sounds, as much as possible.
- ✓ Use whatever is available: a leash, belt, scarf and try to secure a grip behind the dog's head to temporarily restrict airflow so the dog lets go (this is especially important with a large dog).
- ✓ Avoid pulling the dog's back legs or trying to pry the mouth open, as this may increase the risk of you being bitten.

A real attack can cause serious injuries, so act quickly and calmly if possible.

⚠ A dog attack is not the same as a dog growling or barking as a warning.



This e-book is written for children, but the message is just as important for adults to know.

It's about safety, empathy, and communication.

Many incidents between children and dogs happen unnecessarily, simply because the child (or sometimes the adult) didn't notice or understand the dog's signals or needs.

Purpose of the book:

- To prevent fear and accidents
- To build understanding and trust between children and dogs
- To help children read and respect a dog's body language



How to use the book:

- As a conversation starter at home
- In school or preschool, during lessons about animals, empathy, or safety
- One lesson per day or read the whole book at once
- Combine with real-life dog encounters and exercises



Lotta Dog PT

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